BHHC-2-1-60-1
Sachs-misc

Carload Order Prepares For New Grand Opening

PICTURE STORY of the recent grand opening of the new Maytag Appliance Company in Belen, New Mexico. To be sure of a successful opening and a complete line to attract consumer interest, a special carload of washers was ordered for the Big Day! Over 5,000 people registered in the store for a Maytag conventional washer during the opening. Coffee and doughnuts were served to all the well-wishers. The pictures point out the special carload, grand opening activities, and a view of the window display after the first day.

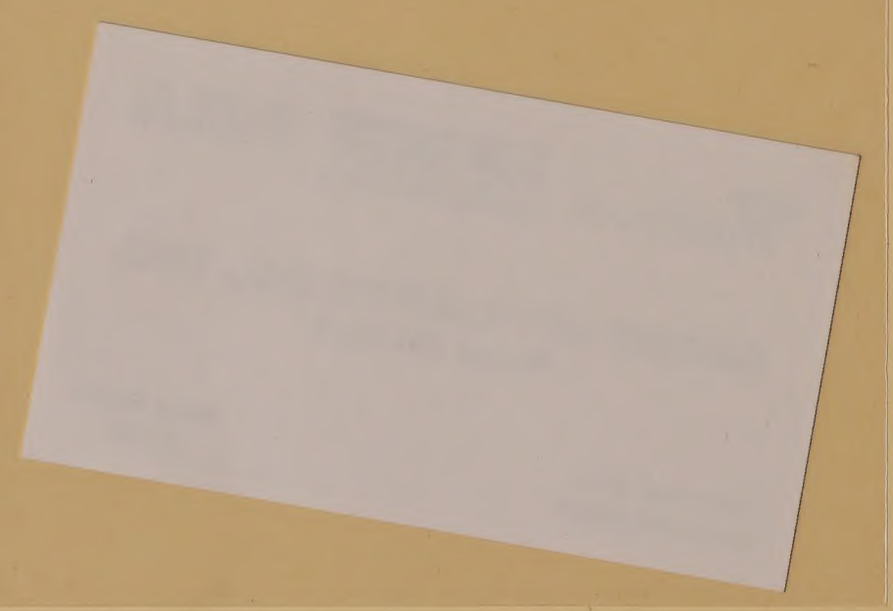
BENEDICTO AND R. SACHS

One of the first settlers in this area was Benedicto Sachs, he was the son of Martin Sachs who migrated from Hidelberg, .Germany and settled in Belen. He married Maria Getrudes Castillo. Their children were Benedicto, Carolina Gilbert, Louisa Gilbert and Enrique Sachs.

Benedicto married Rebecca Castillo Baca in Belen. Their children are Felicitas, Marcella, Gertrude (deceased) , Mary, Martin, Ramona, Ben and Pilar.

Benedicto worked as a custodian for the Belen Schools and also delivered groceries in a wagon for Jose Manuel Garcia grocery store for 13 years. He passed away on Dec. 29, 1922 at the age of 57 years. Rebecca lived on and raised her children and passed away Dec. 19, 1961 at the age of 87 years. Parents of Rebecca were Pilar Baca and Doloritas Castillo. *by Perfilia Sachs*

BHHC-2-1-60-2
BENETO SACHS - misc



SACHS
Appliance Co., Inc.

MODEL NO. _____

SERIAL NO. _____

OUR PRICE

The Store With

SERVICE

Memo from

SACHS APPLIANCE CO.

BHHC-2-1-60-3
SACHS-receipts

KitchenAid ROPER Whirlpool

SACHS APPLIANCE CO., INC.

BELEN, NEW MEXICO 87002

225 NO. MAIN PHONE (505) 864-8081

"ALL ACCOUNTS DUE AND PAYABLE IN 30 DAYS"
1½ % INTEREST PER MONTH ON PAST DUE ACCOUNTS

Customer's
Order No. _____ Date _____ 19 _____

M _____

Address _____

SOLD BY	CASH	C.O.D.	CHARGE	ON ACCT.	MDSE. RET'D.	PAID OUT	

QUAN.	DESCRIPTION	PRICE	AMOUNT	

ROPER

SACHS APPLIANCE CO., INC.

BELEN, NEW MEXICO 87002

825 NO. MAIN PHONE (505) 864-8081

"ALL ACCOUNTS DUE AND PAYABLE IN 30 DAYS"
1½% INTEREST PER MONTH ON PAST DUE ACCOUNTS

Customer's
Order No. _____ Date _____ 19 _____

M _____

Address _____

QUAN.		DESCRIPTION	PRICE	AMOUNT	
			TAX		
			TOTAL		

All items described above sold subject to conditions on the back

8972

Received by _____

SACHS APPLIANCE CO., INC.
225 NORTH MAIN
BELEN, NEW MEXICO 87002

SACHS APPLIANCE CO.

225 N. MAIN, BELEN, N. MEX.

Phone: 864-8081

Sales and Service

Customer's Order No._____ Phone No._____ Date_____ 19____

Name_____

Address_____

SOLD BY	CASH	C. O. D.	CHARGE	ON ACCT.	MDSE. RETD.	PAID OUT	

QUAN.	DESCRIPTION	PRICE	AMOUNT	
		TAX		
		TOTAL		

ALL claims and returned goods MUST be accompanied by this bill.

00550

Rec'd by_____

PRINTED IN U.S.A.

SACHS APPLIANCE

BHHC-2-1-60-4
SACHS-ROPER SCHOOL

BHC-2-1060
SACHS- Marriage Certificate

Marriage Certificate

STATE OF NEW MEXICO

COUNTY OF SOCORRO

I HEREBY CERTIFY that on the 28th day of September A. D. 1935

at Socorro, New Mexico in said County and State, I, the undersigned, a Catholic Priest did join in the

Holy Bonds of Matrimony

in accordance with the Laws of the State of New Mexico, and the authorization of the foregoing License,

Pilar Sachs of Belen, New Mexico and

(SEAL) Perfilia Chavez of Belen, New Mexico

WITNESS my hand and seal the day and year last above written.

Witnesses: Wm. Tafoya, Mrs Wm Tafoya

Signed: Pilar Sachs GROOM, Perfilia Chavez BRIDE

Rev. P. J. Pilzer, (Official Title) Catholic Pastor

Recorded this 14th. day of Novemner A. D. 1935 at 11 A. M. in Marriage Record Book No. 9 Page No. 595

G. L. Benavides County Clerk.

By [illegible] Deputy.

BTHC-2-1-60-6
SACITS-Business License

License

No. [illegible] $ [illegible]

TOWN OF BELEN, NEW MEXICO

OFFICE OF THE TOWN CLERK

First License Issued for the Store

License is Hereby Granted to [illegible]

For [illegible]

In the Town of Belen, New Mexico, for a Term of [illegible] TO-WIT:

From [illegible] 19[illegible], to [illegible] 19[illegible], Having paid in to the Town Treasury the Sum of Five and no/100 DOLLARS, the Receipt of which is hereby Acknowledged.

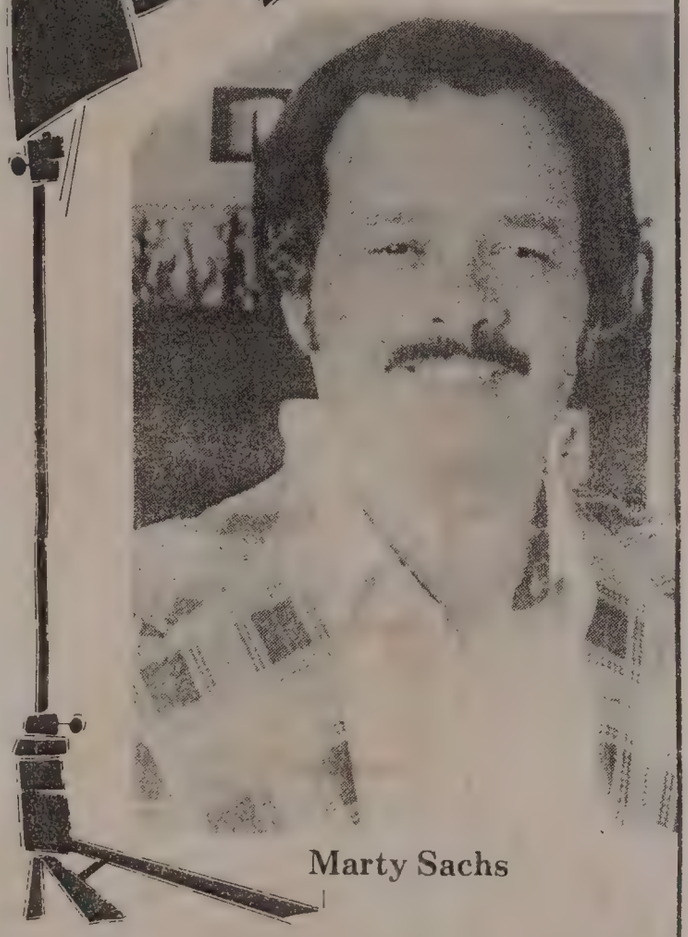
In Testimony Whereof I have hereunto set my Hand and affixed the Seal of Belen, New Mexico, this [illegible] day of [illegible] 19[illegible]

L. C. Becker
Mayor

Agnes Lindsey
Town Clerk

VALLEY PRINTING CO. ALBUQUERQUE—9057

IN THE SPOT LIGHT



Marty Sachs

Born and raised in Belen, Marty is married to the former Elsie Baca. They have five children, Lorraine Garcia, Danny, Bobby, Karen and Karlos.

Marty is a member of Our Lady of Belen Parish and is extremely active in its affairs. He is a member of the Parish Council, the St. Mary's School Board, and the Knights of Columbus.

Marty is in partnership with his brother Rudy in the appliance business in Belen. Sachs Appliance Co., Inc. located at 225 N. Main in Belen was founded in 1946 by their father, Pilar. Marty and Rudy have been active in the business all their lives and took over ownership on July 1, 1979.

For relaxation Marty enjoys traveling and his business activities. The real highlight of his life however, "is spending time with my family."

The *Express* Spotlite has been pleased to illuminate Mr. Marty Sachs, a good businessman, civic leader, church member, father, husband, neighbor and friend.

Sachs Appliance Co.

The customer is king at Sachs Appliance.

Located at 225 N. Main in Belen, Marty Sachs, owner and president, says the needs of the customer always come first.

"We not only sell quality appliances, but we give the customer a home where he or she is a person, not just a number," Sachs said. "We listen to the customer and try to fill their needs to the best of our ...

... said he does not believe in a pushy sales ... but rather a soft sell, where the customers ... happy and satisfied with their purchase

... business was founded in 1946 by Pilar Sachs ... been passed on within the Sachs family for ... generations

... addition to Marty, family members ... Sachs Garcia and Karlos Sachs also are employed by the business.

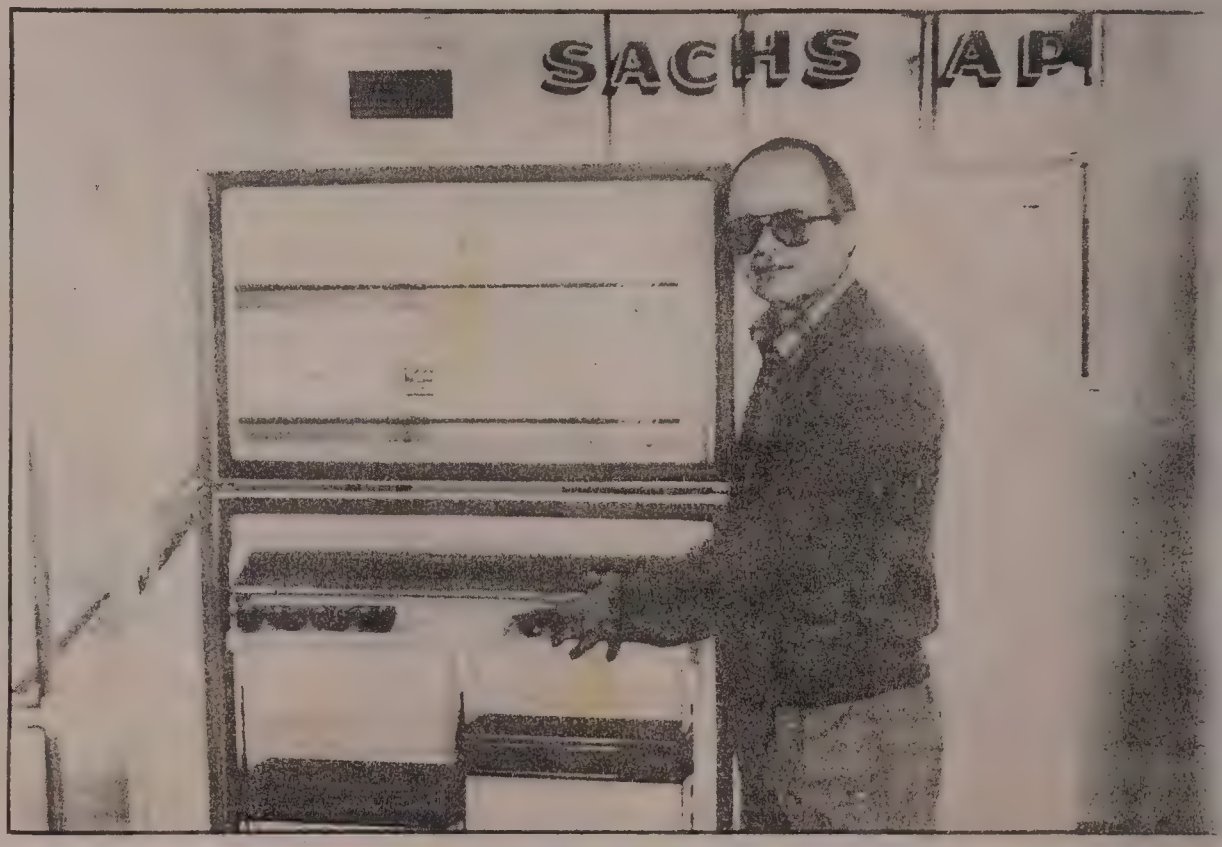
The store offers customers the finest in quality ... name-brand products, such as RCA televisions, ... and camcorders

... also offers one of the top names in home appliances today, Whirlpool.

Whirlpool manufactures its own appliances which ... quality, Sachs said. He said Whirlpool manufactures refrigerators, gas and electric stoves, microwave ovens, freezers, dishwashers, washers and dryers

In-store financing is available at the store, which is open Mondays through Saturdays from 9 a.m. to 5 p.m. Also, for convenience, the store will be open after hours by appointment.

"Our appliances last a long time and we want the customer to feel good about his decision," Sachs said.



MARTY SACHS OWNS SACHS APPLIANCE

BHHC-2-1-60-8
Sachs Appliance-NEWS

NEWS-BULLETIN Photo.

In the style of passing the keys on, **Pilar Sachs, who has resigned from Sachs Appliance, hands over a television set to his sons, Marty, right, and Rudy, who will be taking over the business. In the background are Lorraine Sachs, left, and Bobby Sachs, right, who will be assisting Marty and Rudy. In the center is Benjie Torres, a longtime employee.**

Sachs Appliance Store

BELEN—New, and yet old, ownership has taken over the management of Sachs Appliance here.

Pilar Sachs, founder of Sachs Appliance, has retired and sold the business to his two sons, Marty and Rudy Sachs. They will be joined in the management by two of Pilar's grandchildren, Lorraine and Bobby Sachs.

Pilar received a teaching certificate in 1931 from New Mexico Highlands University and then taught fifth and sixth grade for the Valencia County Schools. In 1940, he quit teaching to work for Reidling Music until 1946, when he founded Sachs Appliance.

The original store was named the Maytag Home Appliance Co. and was located at 614 Becker Ave. In 1953, the business was moved to 225 N. Main Street, where it is now located. It was formally incorporated as Sachs Appliance Co., Inc., in 1959.

Marty, the oldest son of Pilar and Perfie Sachs, began working with his father in 1955. He is currently the general manager and professional salesman.

Rudy was employed in 1972 and is currently the service manager, trained technician and professional salesman. The elder Sachs also have a daughter, Sylvia Baca.

The third generation of Sachs are the children of Marty and Elsie. Lorraine graduated in March, 1979 from Highlands University with a bachelor of arts degree in business administration, with a concentration in management and marketing. Currently officer manager and salesperson at

PILAR SACHS, LEFT – opened Sachs Appliance Store exactly 25 years ago today in a store on Becker Avenue. Now on Main Street, the appliance store employes four men including Pilar's son, Marty, right.

Sachs Appliance opened 25 years ago in Hub City

Twenty-five years ago today Pilar Sachs opened an appliance store on Becker Avenue in a space measuring 11 by 22 feet.

Now his store occupies a building that is 50 by 125 feet and he employs four men – all of whom have worked with him for at least 20 years.

Previous to opening Sachs Appliance Store Co. Inc., Sachs, a native Belenite, worked for seven years at an appliance store in Albuquerque. Before that he taught school in Los Chavez for nine years.

When he opened his store he only sold Maytag washers, Frigidaire refrigerators and RCA radios, phonographs and radio-phonograph combinations.

In 1949 he started selling televisions. "We've always sold quite a few T.V.'s," Sachs said.

Sachs pointed out that his store has always had a serviceman to repair television sets. J. E. White joined the Sachs Appliance Store on April 15, 1947 and, is still there serving as the main serviceman and electronics man.

Eventually Sachs added carpeting and furniture to his stock. "We saw it was

Continued on page 6

Marty Sachs Family

MARTY AND ELSIE SACHS

Descendants of two pioneer families, our roots in this valley extend deeply.

Marty was born in Belen on July 13, 1936 to Pilar and Perfilia Sachs. He was born and raised in the same house as his father, who is the son of the late Benedicto and Rebecca Sachs. Benedicto was born in Belen to Martin Sachs and Maria Gertrudes Castillo. Martin came to New York from Germany and settled in Belen.

As a child Marty attended schools in Albuquerque and California, but returned to Belen where he continued school and graduated from Belen High School in May, 1955. There were 88 graduates. Marty has one sister, Sylvia Baca and one brother Rudy Sachs.

After 25 years of marriage we can recall many memorable occasions. Among them are those with our five children. They all attended St. Mary's School and graduated from Belen High School. Lorraine, our oldest daughter graduated from New Mexico Highlands University with a Bachelor of Arts Degree in Business Administration and is now married to Anthony Garcia. Danny is a senior student of engineering at New Mexico State University; Bobby is a business major at New Mexico State University and Karen is a freshman at New Mexico State University. Our youngest son Karlos will be entering St. Mary's School this fall.

The children have all been very active in church and school activities and have received many honors in scholastics and sports.

Marty was featured in "In The Spotlight" in the April 15, 1980 issue of "The Rio Grande Express" where he was cited for his Church and Civic Activities. He has been a member of Knights of Columbus and Lions Club. As a member of Our Lady of Belen Church, he has been very active in the Parish Council. He has also served as member of the St. Mary's School Board. At present he is a member of the Belen City Council Zoning Commission.

In 1980 Marty bought the family business "Sachs Appliance Co." from his father, Pilar, who founded it in 1946. Marty has been in the appliance business all his life.

My main interests have revolved around my children and their activities. I have been a girl scout leader, cub scout den mother and room mother. I was also very active in Beta Sigma Phi and Our Lady of Belen C.D.A. I have many hobbies and take special pride in my bell and thimble collection.

We enjoy traveling very much and especially enjoy remembering the great time we had on a family trip through Yellowstone National Park and surrounding areas when the children were all small. Regardless of where we travel and how much we enjoy the beauty of other states and countries we are always happy to come home to Belen with its ideal temperature, sunny skies, beautiful mountains and unique sunsets.

Our roots truly are deep in this valley and it will always be home to us and our children.

Elsie Sachs

PILAR AND PERFILIA SACHS

Both Pilar and I have relatives in this area that date back many generations, and at present to four generations.

Pilar Sachs was born in Belen, N.M. July 9, 1910. He lives in the house where he was

Pilar and Perfilia Chavez Sachs

born. His parents were Benedicto Sachs and his mother Rebecca Castillo Baca. His father was born in Belen, the son of Martin Sachs who came from Hidelberg, Germany and migrated to New York before coming to New Mexico. Children born besides Benito are Gertrude (deceased), Felicitas, Marcella, Mary, Martin (deceased), Ramona and Ben.

Pilar attended Belen Schools and graduated from Belen High School in May, 1930. He attended Normal University, now known as New Mexico Highlands University, Las Vegas, NM. He taught school in Moquino, Valencia, Jarales, Casa Colorada, and Los Chavez, all in New Mexico.

After he retired from teaching he worked for Reidling Music Company as a salesman, until he got the franchise for Maytag. He opened his first appliance store Sept. 9, 1946. He was in the appliance business until his retirement July 1, 1979, at which time he sold the business to his two sons, Marty and Rudy Sachs.

Pilar also served on the New Mexico State Police Board from March, 1961 through May, 1975.

I was born in San Mateo, N.M. October 30, 1916. My parents were Abran Chavez, he was born in Seboyeta. My mother was Dubyinia Padilla Chavez, she was born in Cuba, N.M. My brothers and sisters are Miguel B. Chavez (deceased), Salomon, Calistro, Juan, Leonore McBride, Abran (Abe, deceased), Dubie, Adelaida (Lala), Eliza, Filimon (deceased).

I attended school in San Mateo, N.M., the lower grades. We moved to Farmington, N.M. and I graduated from eighth grade. I also attended school at Washington Junior High School, and graduated from Ninth grade, then came here where I graduated from Belen High School.

Pilar and I were married Sept. 28, 1935 at Socorro, N.M. at San Miguel Church. We've been married 46 years, and still live in the house that Pilar was born. Our children are Marty and his wife Elsie and their children, Lorraine and her husband Anthony Garcia, Danny, Bobby, Karen and Karlos. Sylvia and her husband LeRoy Baca and their children, Rhona and her husband, Rudy Espinoza, Andrew and Paul. Rudy and his wife Margaret and their children Tara and Erin. To complete the fourth generation is Ryan Philip Espinosa, son of Rhona and Rudy Espinosa. *by Perfilia Sachs*

BUHC 2:1.6.0.9
SACHS MRS.
SACHS PILAR

3HITC-2-1-60-10
SACHS, PILAR

B446-2-1-60-11
SACHS, MARTIN DEC

SACH'S APPLIANCE

1936-2016

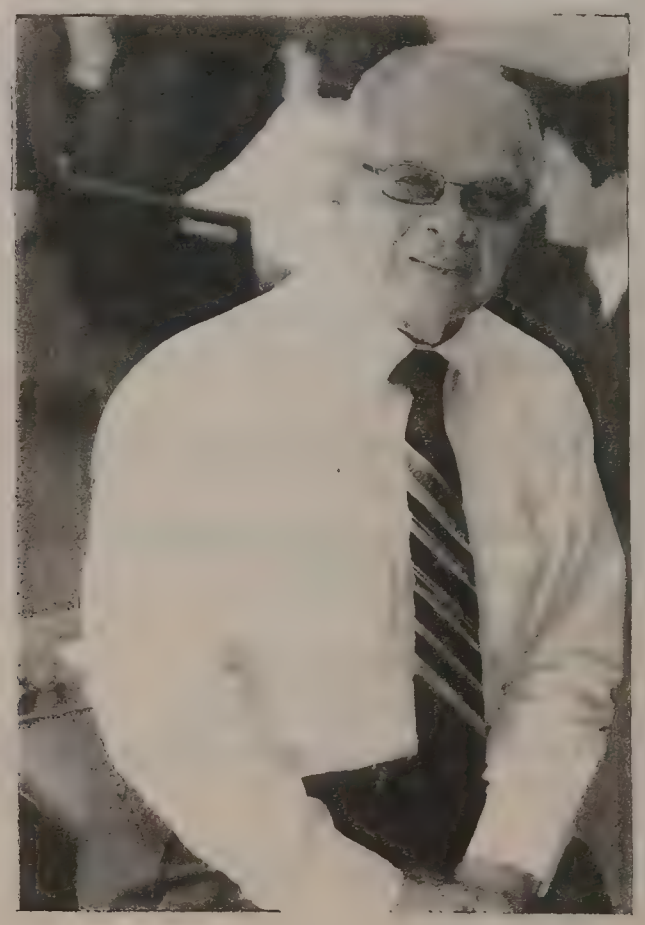
Martin (Marty) A. Sachs, passed away peacefully surrounded by his loving family on Sunday, August 28, 2016. Marty is a descendant of some of the original founders of Belen, NM, where he was born on July 13, 1936. He graduated from Belen High School in 1955. Marty served in the Air National Guard. He worked alongside his father, Pilar Sachs and brother, Rudy Sachs, managing the family business, Sachs Appliance for over 45 years. Marty sold cars on weekends during the 70-80's with his brother-in-law, Ruben Baca at Baca Chevrolet in Mountainair. He was a ring-man and auctioneer alongside his daughter, Lorraine Sachs Garcia at her business Sachs 5th Real Estate and Auction. For the past 13 years, Marty worked with his sons, Bobby and Danny Sachs at their engineering firm, Team Technologies in Albuquerque. He enjoyed playing poker with his brother-in-law and best friend, LeRoy Baca, especially their annual trip to Las Vegas for the poker tournaments. Marty enjoyed sports, attending his sons and grandchildren's baseball, basketball, soccer, and football games. Since he was a young boy, he loved the Yankees. A life-long dream was fulfilled when he was able to attend a game at Yankee stadium with his daughter, Kara Sachs in New York City. He remained an avid fan of Belen High School sports. Marty was an excellent dancer and a colorful storyteller. He had a beautiful smile, great sense of humor, and infectious laugh. He enjoyed social settings such as Matanzas, playing pool, and early morning breakfasts with his many friends. Marty was a member of The Lions Club and very dedicated to his community and church. For over 30 years, he served on Our Lady of Belen Parish Council, Building Committee, and Saint Mary's School Board. He was a loving and proud father to his five children and nine grandchildren. Marty stood as Godfather for many nieces, nephews, and grandchildren. Marty is preceded in death by his parents, Pilar and Perfilia Sachs. He is survived by his children, Lorraine Sachs Garcia and Anthony Garcia, Daniel (Danny) and Loretta Sachs, Robert (Bobby) and Evette Sachs, Kara Sachs and John Padoven, Karlos Sachs and Anna Munoz; the mother of his children, Elsie Baca Sachs; nine grandchildren, who will serve as honorary pallbearers - Marcos, Eloisa and David Garcia, Bailey and Abraham (Brum) Sachs, Luke, Ben, Robert (Robby) and Joel Sachs; and a baby boy on the way. Marty treasured his devoted sister, Sylvia and husband, LeRoy Baca and his fun loving brother, Rudy and wife, Margaret Sachs. Dear to his heart was his niece, Rhona Baca Espinoza, along with many nieces and nephews and countless friends. He always had great affection for his cousins, Abel (Billy) McBride, Abe Chavez, Ruben and David Barerras, and many others.

*****

Donations
can be made to
St. Mary's School
101 N. 10th St.
Belen, NM 87002
(505) 864-0484
in Marty Sachs'
memory.

Thank You!

A Celebration of the Life of Martin A. Sachs September 3, 2016



July 13, 1936 – August 28, 2016

Cherished Son, Brother
Nephew, Cousin, Uncle
Father, "Papa"
and friend...

8:00 Visitation
Music by Rudy Espinoza

9:30 Rosary - James & Missy Sanchez

Remarks of Remembrance –
Abel (Billy) McBride

10:00 Mass - Celebrated by
Rev. Clement Niggel
& Deacon Manuel Trujillo
Altar Servers - Gracie Baca &
Sofia Castillo
Ushers – Emilio & Alexa Baca
Pall Bearers – Grandchildren
Music - Diego Baca & Molly Chavez

Entrance – Amazing Grace #723

First Reading – Marcos Garcia
Ecclesiastes 3: 1-8,11

Responsorial Psalm 116 –
Bailey Sachs
I will walk in the presence of the Lord in the land of the living.

Second Reading – Robby Sachs
2 Timothy 4:6-8

Presentation of the Gifts - Children
On Eagle's Wings #714

Communion
Gifts of Finest Wheat #529
Ave Maria – Solo by Diego Baca

Recessional
Companions on the Journey #603

Internment at Our Lady of Belen
Memorial Gardens
Officiated by Deacon Manuel Trujillo
Rosalinda Ortiz- Romero Funeral Home
Prayer/Honor– Rudy & Rhona Espinoza

On the Wings of a Snow White Dove

On the wings of a snow white dove,
God sends his pure sweet love, A sign from above, On the wings of a dove.

When trouble surrounds us and evils come, the body grows weak and the spirit grows numb. When these things beset us, He doesn't forget us. God sends us His love, On the wings of a dove.

When Noah had drifted, On the flood many days, He searched for land, in various ways. Troubles he had some, But he wasn't forgotten, God sent him His love, On the wings of a Dove.

When Jesus sent the water down that day, He was baptized in the usual way, God blessed His Son, and sent him His love, on the wings of a dove.

Reception
Our Lady of Belen Parish Center
Rutilio's New Mexican Foods Catering

Special Thanks to:
Romero Funeral Home
Michael and June Romero – doves
Our Lady of Belen Church Staff
Christian Faith Chapel
Catholic Daughters Court #1359
Medtronic, Inc.
Dr. Lawrence Nair
Presbyterian Hospital Staff
Health South Rehab Center
Presbyterian Hospice
Russell Hunt & Sandy Treherne
LeRoy & Sylvia Baca Family

The Sachs family would like to express our appreciation to those who have shown Marty and family tremendous love and support!

BHHC 2-1-60-12

Emilio

Alexa

Ragon

Paul (Loretta)

Andrew (Celina)

Ryan

Rachel

Tara

Erin

Rhona (Rudy)

A.

Sylvia (LeRoy)

Rudy (Margaret)

ona

Pilar (Perfilia)

Henry Jr.

Henry III

Sammy

Martin F.

Herman

Ignacio

Samuel

Antonio

Luisa

n Moses Sachs
(María Gertrudes Vaca)

Abraham
Bailey
Lucas
Marcos
David
Ben
Robert
Eloisa
Joel
Daniel
(Loretta)
Lorraine
(Anthony)
Robert
(Evette)
Karen
Martin
(Elsie)
Karlos
Gertrude
Felicitas
Ram
Mary
Martin J.
Soledad
Marcella
Ben
Benedicto
Henry
Josefina
Carolina
Marti
(Josefina)

BHHC 2-1-60-13

BHHC-2-1-60

SACH'S APPLIANCE